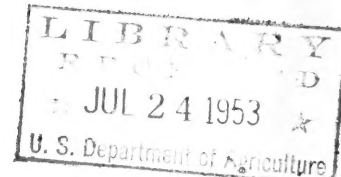


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JUDSON WHOLESALE NURSERIES
Bristol, Indiana



July 1953

Please attach this supplementary Price List to the Judson four-page printed Price List you have on file.

Be sure to check these GOOD REASONS why you should list many of the new June Varieties described in the complete four-page printed Price List you have on file.

Good REASON NO. 1: Better customer acceptance -- these varieties were proved in actual university tests as superior. . . and they were in competition with some two hundred varieties over a three-year period.

Good REASON NO. 2: These varieties are described in the University of Illinois Bulletin #453 -- if you do not have one on file let us know and we will send yours at once.

Good REASON NO. 3: These varieties were observed at the recent STRAWBERRY FIELD DAY at Downers Grove, Illinois. Some fifty interested people attended this meeting. Men from Universities, Magazine people, Nurserymen and others. Yes . . . the word is out on these new varieties and publicity will soon begin to tell the story of "What's New In Strawberries." Be sure you list some of them. . . it is your opportunity to cash-in on the pre-planning we have done for you.

Good REASON NO. 4: Give your customers the best. When you list these new June Varieties you know that you are building top customer acceptance. The guess work has been removed from this selection and YOU are the one to benefit.

Many of our customers have asked us to outline suggested retail prices for these new June varieties. The following outlines our recommendations:

SUGGESTED RETAIL PRICE LIST

June Bearing	New June Varieties					Postpaid
	25	50	100	250	500	1000
*Armored)						
*Empire)						
*Vermilion)						
Bellmar) . . .	1.95	3.25	5.75	9.70	15.25	24.50
Shasta)						
Paymaster)						
*Wisconsin 214)						
*Plentiful)						
**Jumbo	2.25	3.50	6.25	10.95	17.75	29.50

Your complete wholesale Pack-Out cost is listed along with copy descriptions in the complete four-color price list which you have on file. Be sure to let us know if you need additional copies and these will be sent along promptly.

* These varieties will receive good general publicity.

** Jumbo will receive outstanding promotion because of its superior qualities.
(Jumbo Trade Mark will be sent to all listing this plant. Please advise.)

REVISED PHLOX PRICE LIST - OTHER PERENNIALS
(Bulk for Fall 1953 - Spring 1954)

Hardy Field Grown No. 1 Phlox Plants. Grown on soil specially prepared for Phlox two years in advance. Heavily fertilized. Exceptionally large root system retained by our power digger.

Phlox shipping starts September 1, 1953. Dormant Phlox held in our storage and shipped from November 1, 1953 to June 1, 1954.

NO. 1 PLANTS IN BULK-TIED 25 PLANTS IN LABELED BUNCHES-f.o.b.Bristol, Ind.

GROUP NO. 1 14¢ ea. in lots of 100 -- 11¢ ea. in lots of 1000

FLASH - Scarlet Crimson	PRIME MINISTER - Pure White, crimson eye
FEUERERAND - Dark Red, medium florets	ETHEL PRITCHARD - Delicate light blue
EVA FORRESTER - Rich salmon pink, white eye	WM. KESSELRING - Plum purple shading to
VON LASSBURG - White Phlox, sturdy	delicate lilac eye

GROUP NO. 2 15¢ ea. in lots of 100 -- 12¢ ea. in lots of 1000

HAUPHMAN KOEHL - Dark blood red	WORLD PEACE - Pure white, large floret
R. P. STRUTHERS - Rosy red, scarlet eye	BORDER QUEEN - Pure rose pink
LEO SCHLAGETER - Most fiery red of all phlox	DAILY SKETCH - Brilliant salmon pink
RUBY LEE - Plum red flowers. Extra large.	LILLIAN - Cameo Pink
ERIGHT EYES - New bright rose pink, dark red eye	SALMON GLOW - Flame pink with salmon
MARY LOUISE - Pure glistening snow white heads, Large.	ROSEA SUPERBA - Salmon pink, red eye
STARLIGHT - Lavender with white star	SPITFIRE - (Frau Alfred Von Mautner)
ROYAL PURPLE - Rich, shaded violet deeper eye	salmon orange flowers, crimson eye
	CAROLINE VANDENBURG - Lilac Blue
	Large florets

GROUP NO. 3 NEW VARIETIES 18¢ ea. in lots of 100 - 15¢ in lots of 1000

AMERICAN BEAUTY - American Beauty Pink	CHIEFTAN - Deep crimson
ADONIS - Bright scarlet crimson	PURPLEKROME - Deep purple
SAN ANTONIO - Vivid carmine head, shaded plum red	

BULK PRICE LIST - PHLOX SUBULATA (Creeping Phlox)

No. 1 field grown clumps

Lots of 100 - 18¢ ea. Lots of 1000 - 15¢ ea. F.O.B. BRISTOL, INDIANA

ATROPURPUREA - Red, BLUE HILL - Blue, MOREHELM - Pink, ALBA - White

ADDITIONAL PERENNIALS - Bulk Prices	100	1000 f.o.b. Bristol, Ind.
GYPSOPHILAPANICULATA Dbl. White (Tall Baby's Breath)	15¢ ea.	12¢ ea.
DELPHINIUM LAMARTINA	18¢ ea.	15¢ ea.
DIANTHUS PLUMARIUS (home garden Pinks)	15¢ ea.	12¢ ea.
DIANTHUS BARBATUS (Sweet William) Mixed Colors	12¢ ea.	10¢ ea.

We offer a complete Pack-Out service on all popular perennials as described in our complete four-page price list.

FOR QUOTATIONS ON ALL PHLOX AND OTHER PERENNIALS IN QUANTITIES OF 5000 AND OVER -
PLEASE WRITE.

PLEASE NOTE: For the convenience of our customers who wish to handle the new Brilliant everbearing strawberry we have arranged to include this in our wholesale pack-out service. Price and copy description follow.

	<u>Prices are Postpaid</u>						
BRILLIANT everbearing Plant Patent #1183	12	25	50	100	250	500	1000
Established Retail	1.75	3.25	5.75	9.95	18.75	42.85	75.00
Your Cost	.90	1.65	2.85	5.50	11.80	28.70	52.50

Copy Description of Brilliant:

BRILLIANT - Plant Patent #1183 - Looking for a very heavy producer? Try Brilliant. Tests showed 7000 quarts from one acre in the very first year. It produces large, glossy berries a few weeks after planting and keeps right on producing 'til fall. Often called the Super-Bearer, Brilliant is a bright, glistening berry sure to please you with its outstanding production of big crops during months when strawberries are but a fond June memory. Brilliant rates as a good freezer.

